



Key Elements of a Successful Minority Supplier Program: *Putting the pieces together!*

Presenters:

**Margaret Woodson – Director,
OSMBA**

**Georgia Gladney McNeal – CMSDC-
Midlands RAC Member**

**Linda S. Fox – Strategic Resource &
Planning**

Executive Panel

- Theresa Singleton – Deputy District Director, US Small Business Administration
- Pamela Foster – Civil Rights Officer, Federal Highway Administration
- Mammie Price – Manager, Supplier Strategy, SCANA
- Ivry Moon – Procurement Director, DHEC

Definition

- **Diversity:**

- The fact or quality of being diverse; difference
- A point or respect in which things differ

- **Diverse:**

- Differing from one another
- Made up of distinct characteristics, qualities, or elements

What is Supplier Diversity?

- It is a variety of characteristics, visible or not, that distinguishes one individual from another.
- It is a process that continues to recognize, cultivate, utilize the best talents of a supplier so both organizations grow.

Awareness of Diversity

Affirmative Action

Urban League Established

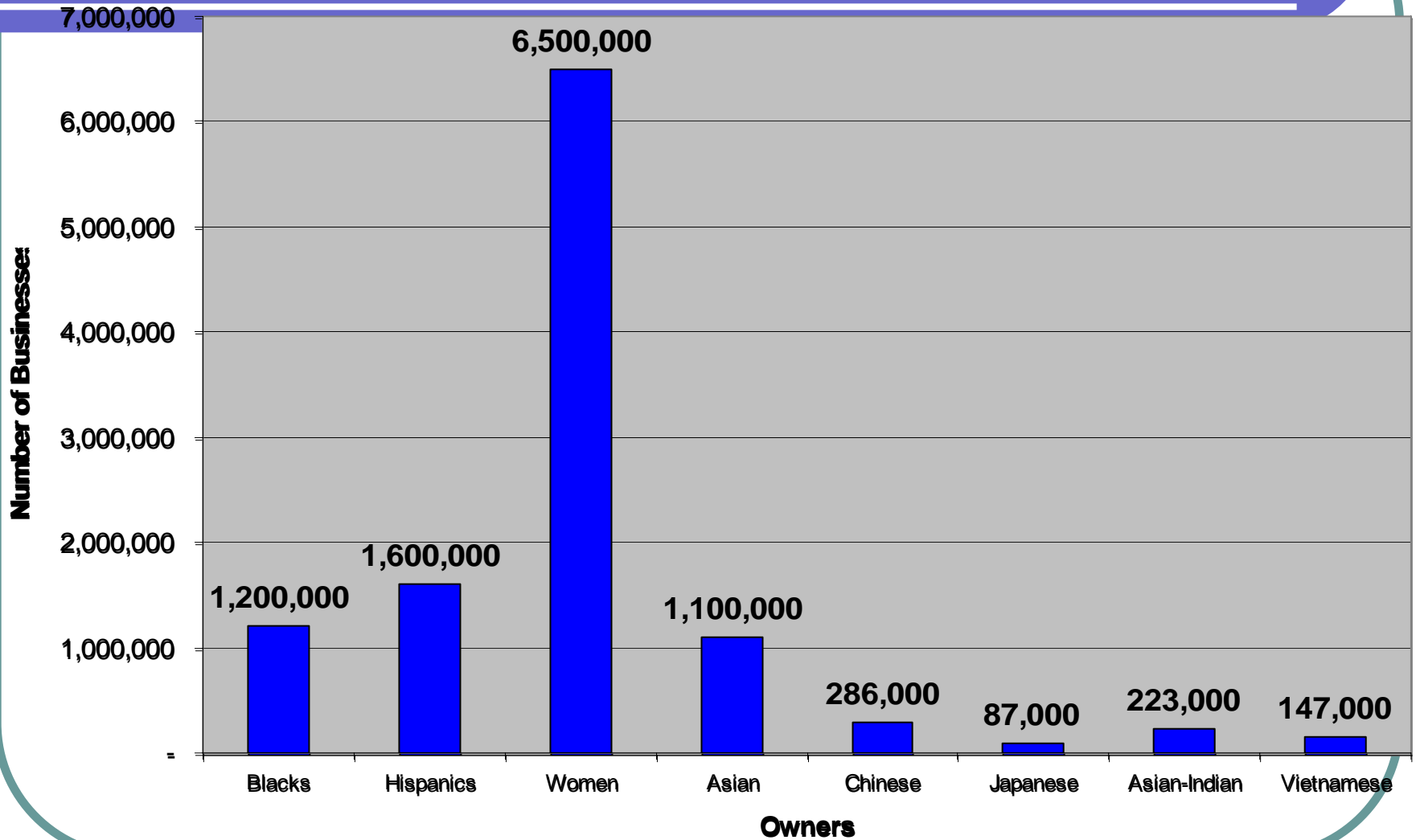
National Urban League March-Washington

Civil Rights Act

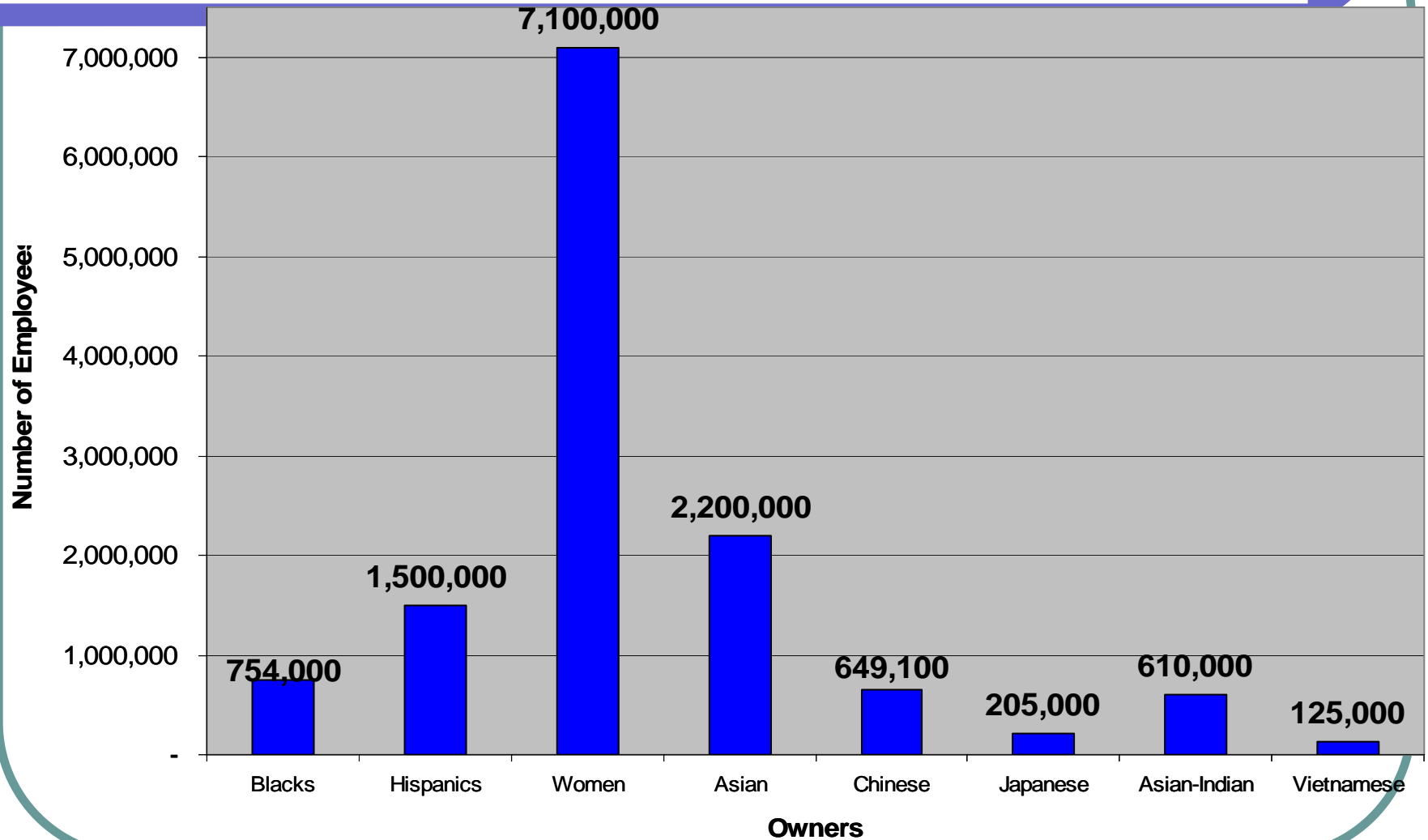
History of Supplier Diversity Programs

- ◆ Between now & the year 2050, foreign born immigrants will account for about 67% of the nation's population growth
- ◆ Minorities will make up nearly 50% of the population

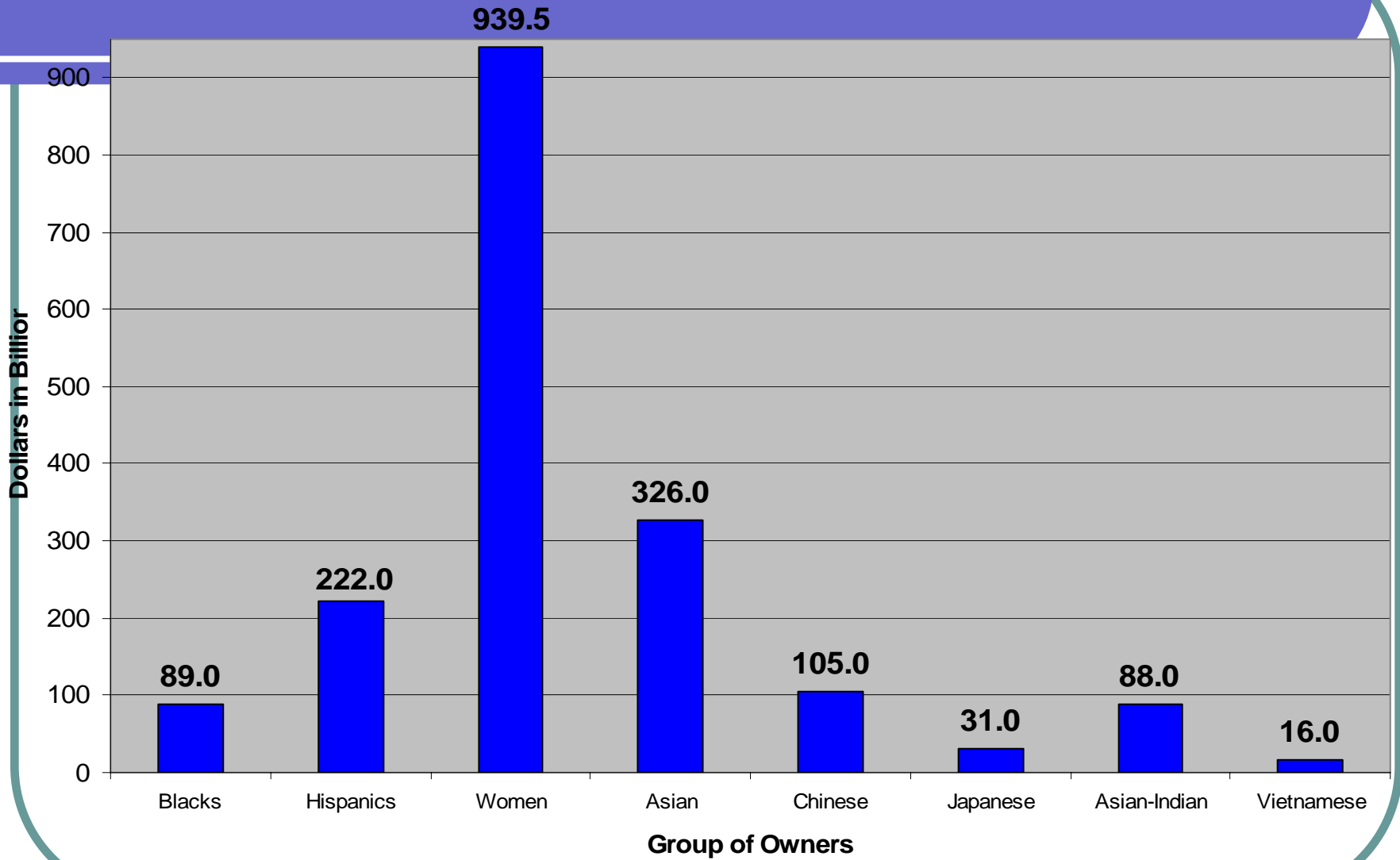
DIVERSITY AMONG BUSINESS OWNERS



Employees of Business Owners



REVENUE GENERATED BY MINORITY BUSINESS-U.S. CENSUS REPORT



Who are the Stakeholders?

- **CUSTOMERS**-Ethnic marketing requires basic infrastructure changes to the company's marketing and customer service organizations in order to maximize its benefits.
- **EMPLOYEES**- Culturally diverse workforce can take advantage of the experiences and skills people have with diverse backgrounds.
- **SUPPLIERS**- The competitive market is changing-International global marketplace.

Identify corporate or government regulations requiring a supplier program

Accepted Certifications

- US Small Business Administration
- Federal & State Department of Transportations
- State/Local Government issued
- National Minority Supplier Development Council
- Women's Business Enterprise National Council

Management Endorsement and Support



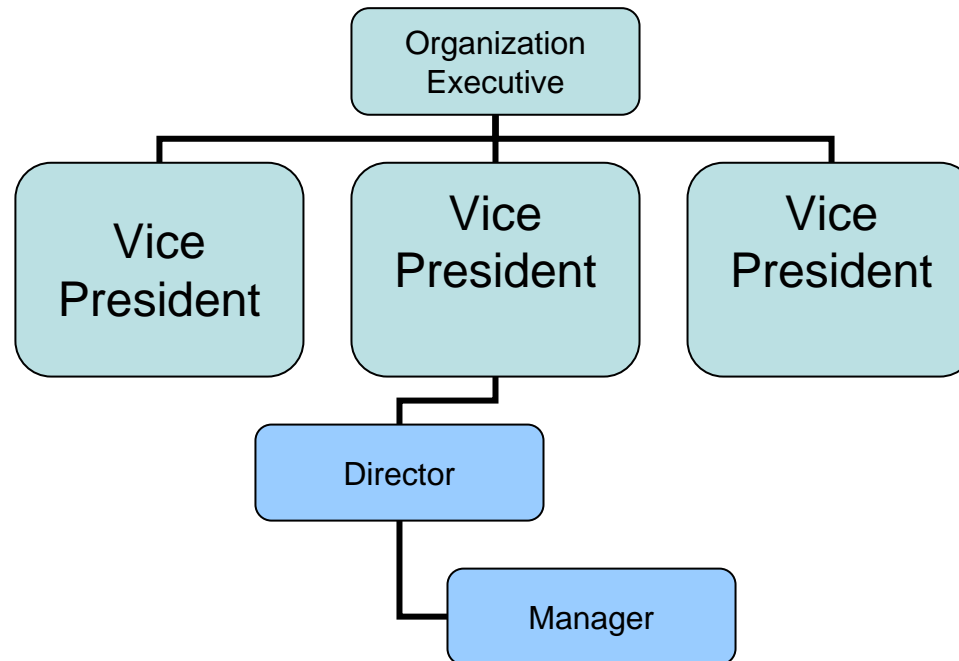
Best Practices

- **Clearly documented commitment from the company CEO or agency executive officer**
- **Specific annual goals for purchasing from minority owned businesses**
- **Goals tied to compensation & performance plans of senior management**
- **Strategic inclusion of Supplier Diversity**
- **Senior management level or above head Supplier Diversity Program**
- **Second tier contracting included in prime suppliers contract**
- **A comprehensive database of minority owned businesses that is maintained and integrated into the Purchasing process**

Levels of Responsibility

- Encourage your organization's executive director to mandate fairness.
- It may take a mandate from the executive to get managers organization-wide to leave their comfort zones to seek potential minority suppliers.
- Encourage senior management to require supplier diversity in centralized and decentralized purchasing processes.

Delegation of Authority



Defining Program



Defining Role of MBE Liaisons

- Standardization

Accountability & Measurement Tools

Reports

- Identify what information you will capture & format.
- Approval?
- Who is responsible for compilation?
- Where does it go?

Implementation



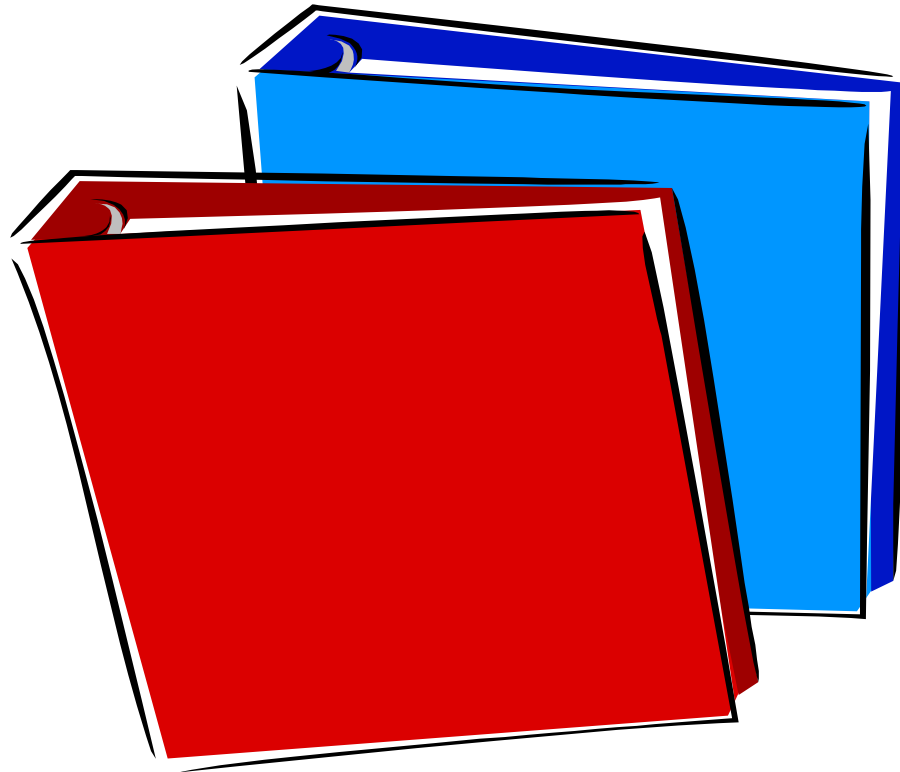
Internal Communication of Organization's Supplier Diversity Policy & Staff Role

- 1. Establish Track record for recruiting diverse people
- 2. Leaders hold themselves and others accountable to diverse programs.-COMMITMENT
- 3. Encourage diversity among suppliers-diverse consumers
- 4. Reward people for their contributions in diversity.
- 5. Conduct training and education that increases awareness and helps employees understand how diversity impacts business results.

Internal Training



Development of a Contracting Guide for Suppliers



Listing of Types of Goods & Services Procured

External Communication

- Define Organization's Mission Statement, Supplier Diversity Policy and Ethics Policy
- Explain what your organization does
- And the role the supplier plays in helping organization meet (and exceed) its goals and objectives

Procurement Opportunities

- Establish a central location (i.e. website) where suppliers can learn of upcoming procurement opportunities.

Communication: Outreach & Advocacy



Registration as a Supplier: Bid List

- Be straight forward about your organization's utilization of the bid list.

Qualification Requirements for Suppliers



Matchmaking Opportunities



Procurement Utilization

- Develop a tracking system

Contact Information for Suppliers

- Who, what, when, where and how?
- Centralized vs decentralized

Mentoring & Training Programs



Prime Suppliers Role

Second Tier Contracting Opportunities

Procurement Card/Small Purchase Opportunities:

- Decentralized procurement participation



Community Resources and Partners



Effective Diversity Practices Theme

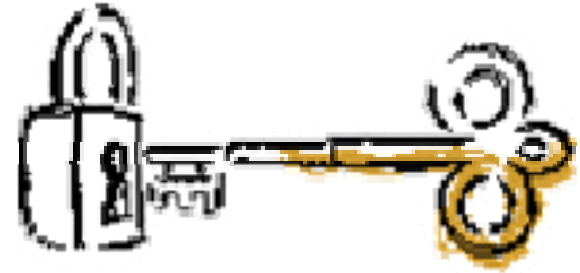
- 1. MARKET to Diverse Customers and Consumers
- 2. RETAIN Diverse Talent
- 3. RECRUIT Diverse Talent
- 4. LEADERSHIP Commitment & Involvement
- 5. INCLUSIVE Culture & Values
- 6. DIVERSITY Education & Training

Diversity @ Work

- THE CARE MODEL

- C=Consider before you act
- A=Accept differences in others
- R= Respect others and their feelings
- E= Engage in the process

Keys to Success



Still Puzzled: Questions, Comments?



Thank you!

- **Presenters:**

- Margaret Woodson, Director OSMBA
- Georgia Gladney McNeal, CMSDC member
- Linda Fox, Strategic Resource & Planning, LLC

Attitude

The longer I live, the more I realize the impact of attitude on life.

It is more important than facts. More important than the past, the future, education, money, circumstances, failures, success, than what others think or say or do.

It is more important than appearance or skill. It will make or break a business, a relationship, a home.

The remarkable thing is that we have a choice every day regarding the attitude we will embrace for that day. The only thing we can do that day is play on the one string we have, and that is our **ATTITUDE**. Life is 10% what happens to me and 90% how I react to it. And so it is with you.

Chuck Swindoll